

**REQUEST FOR RESPONSE
AGR-AICMKT-09**

For Innovative Marketing Projects to Promote Massachusetts Agriculture and the “Mass Grown and Fresher” Buy Local initiative

Procuring Department: Agricultural Resources

Contract Type: Grant

Maximum Obligation: A total 300,000.00 is available for grants.

The largest individual grant award will be \$25,000.00

Contact: Daniel Rhodes

Grant Manager

Massachusetts Department of Agricultural Resources

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Procurement Calendar

Release RFR on Comm-Pass: September 17, 2008

Question and Answer Period: September 17, 2008 to October 1, 2008

All questions must be sent to daniel.rhodes@state.ma.us during this period

Bidder-Response Due: October 29, 2008

Anticipated Award Date: December 12, 2008

(1) Description of Purpose of Procurement: The Department of Agricultural Resources is requesting responses from entities in one of the following Massachusetts agricultural organizations and/or non-profit organization categories:

- Agricultural Fairs;
- Farmers’ Markets;
- Commodity trade group association, agricultural service organization and non-profit organizations including Agricultural Commissions;

to submit proposals that address the priorities of this request for response as identified by section 7 (II) that are aimed at enhancing new marketing initiatives and/or promotional efforts for Massachusetts agricultural services and/or products. The Department reserves the right to decide whether to fund proposed projects either in part or in whole. A match of cash from non-Commonwealth sources and / or in-kind matches will be required of all successful bidders.

(2) Acquisition Method: Grants Contracts; Maximum Obligation.

(3) Number of Vendors Required: Multiple.

(4) Single or Multiple Department Users: Single. Only the Department of Agricultural Resources may contract under RFR#AGR-AICMKT-09.

(5) Anticipated Contract Duration including Renewal Options: Applications must be received by 4:00 PM on October 29, 2008. The Department anticipates that successful bidders will be notified of awards on or before December 12, 2008. Contracts will be established that will run through June 30, 2010, with extensions available at the discretion of the Department of Agricultural Resources. All grant monies will be dispersed by June 30, 2009

(6) Anticipated Expenditures, Funding or Compensation: (Amounts indicated are only estimates. Contract amounts during the period of any contract are subject to a selected bidder's response, and may increase or decrease based on contract negotiations, performance selected, appropriation or availability of funds.) Total anticipated expenditures under this RFR will be \$300,000. 00

The Department will provide funding in accordance with project scope and milestones relevant to the application from selected contractors and budget that will be developed consistent with the scope of work detailed by the responsive application. Funds cannot be used to pay the regular salary and travel of employees of contractors and organization staff. Funding can be used to directly compensate an employee expense directly associated with implementing the specific objectives contained in the approved project. Funds an organization may have received from other Commonwealth entities, including but not limited to other Department programs, cannot be used as matching funds for the purposes of this program.

(7) Contract and Performance Specifications:

(I) Each contractor shall be required to complete a marketing project(s), which at a minimum accomplishes one of the following:

- (A) Promotes Massachusetts's agriculture and/or agricultural products.
- (B) Educates consumers about the Massachusetts agricultural industry and/or its products
- (C) Increases the economic potential of the Massachusetts agricultural industry or an agricultural commodity.

ALL PROJECTS MUST HAVE SOME ELEMENT DEDICATED TO PROMOTING AND ENHANCING THE USE OF THE "MASSACHUSETTS GROWN AND FRESHER" LOGO.

(II) Special consideration will be given to projects that also address any or all of the following priorities of this Request for Response:

- Increase opportunities for sales from Massachusetts's agricultural enterprises.
- Enhance opportunities for farmer and public participation in Massachusetts's agricultural fairs, farmers' markets and any new marketing initiatives.
- Enhance "buy local" efforts by entities in regions of Massachusetts that are currently not participating in Commonwealth supported "buy local" efforts.
- Support of an Agricultural Summit to provide effective organization and development training

(III) All work shall be performed to the recognized standards of similarly compensated professionals in this field. Each contractor will be required to execute the Standard Contract upon award of Contract.

(IV) Bidders must show evidence of matching funds upon submission of application. Applications with greater matches (monetary and/or in-kind) will receive higher scores in the review process. Examples of in-kind matches include:

- Dollar value of your own time
- The cost of a bookkeeper's maintenance of records
- Time spent attending project related meetings
- Use of equipment, e.g. computer, copier, office space, etc.
- Office supplies, e.g. paper and pens
- Photocopying, printing, and postage
- Telephone calls
- Use of a meeting space

(V) Qualified bidders must show evidence of completing their projects by the project termination date established by the contract. Failure to successfully complete contractual obligations by contractors or sub-contractors or inadequate performance of contractual terms and conditions may bar bidders from selection as contractors on any future programs sponsored by the Department.

(VI) At the completion of the project, each contractor must provide a final report to include (as applicable): tangible outreach documents, proof of a seminar/workshop, statistical analysis or other materials detailing results of the project as outlined in the Scope of Work contained in the awarded Contract. This report must also contain any invoices or other proof of expenditures associated with the project budget. This report must verify both grant funds expended and matching funds expended.

(8) Instructions for Submission of Responses:

- (I) Bidder **must use the provided application form** to describe how tasks will be completed to accomplish the goals detailed in this RFR. On the application, the bidder must identify as one of the following classifications:
- 1) Agricultural Fairs
 - 2) Farmers' Markets
 - 3) Commodity trade group association, agricultural service organization and non-profit organizations including Agricultural Commissions
- (II) In addition to the standard application form, the bidder must provide the following information, as applicable:
- a. Agricultural Fairs:
 - 1) Provide history of the fair, not to exceed one page
 - 2) Provide a copy of the fair By-Laws
 - 3) Provide a copy of the most recent fair Premium Book
 - b. Farmers' Markets:
 - 1) Provide a brief overview of the farmers' market including years in existence, and its management structure. If applicable, market policies or rules should be attached.
 - 2) A complete list of market vendors in the following format should be included:
 - a) Farm vendors with brief description of products
 - b) Non-Farm vendors (i.e., specialty foods, crafts etc.)

Additional criteria for eligibility:

- Farmers' markets must have minimum of 2 vendors
- Bidders must certify that only locally grown and produced products are offered for sale. Farmers markets that allow the sale of non-local products will not be eligible. 'Local' is defined

as grown and/or produced in Massachusetts, or if the market allows, farmers from bordering states selling in a Massachusetts farmers' markets.

- Farmers' Markets with a higher percentage of Massachusetts farm vendors as compared to total market vendors will receive a higher score.

c. Commodity trade group associations:

- 1) Provide a brief description of the commodity served
- 2) Provide details about association membership and organizational legal structure

d. Agricultural Commissions:

- 1) Provide details about the Agricultural Commission or Commissions including date(s) established, commission members and summary of accomplishments
- 2) Provide information about projected activities, areas of interest and/or concerns
- 3) Provide details regarding how funding through this request for response would facilitate the efforts of the applicant(s)

(III) All Applicants

- a) Description of organization and/or resumes of key personnel.

(IV) Optional Submissions:

- (A) Names & addresses of references.
- (B) Copies of previous projects similar to proposed project.

(V) Six copies of the Response must be submitted along with an electronic copy emailed by deadline to Daniel Rhodes daniel.rhodes@state.ma.us , excluding supporting documentation, Responses should not exceed twelve pages including the cover and budget pages. All responses are to be typed in a 12-point font.

(VI) Responses will be evaluated based upon the following criteria

- (A) Demonstration of a marketing need in the area the proposal is to address
- (B) The ability, shown by the proposal, to address this need
- (C) The demonstrated ability of the applicant to satisfactorily complete the project
- (D) The ability of the proposal to show an increase in opportunities for sales from Massachusetts's agricultural enterprises
- (E) Demonstrated ability to increase the Mass. Grown and Fresher Buy Local program
- (F) The ability of the proposal to demonstrate enhanced opportunities for farmer and public participation in Massachusetts's agricultural fairs, farmers' markets, buy local efforts, agricultural commissions and / or any new marketing initiatives
- (G) The quality of the budget and of the financial matches
- (H) The completeness of the application form and response**
- (I) The extent to which the proposal demonstrates innovation in its accomplishment of marketing goals.
- (J) The extent to which the proposal identifies how project success will be measured
- (K) Having a well-developed and comprehensive timeline

(9) Deadline for Responses: Responsive proposals including application must be received by 4:00 p.m. October 29, 2008. Proposals must be mailed or delivered to the Department of Agricultural Resources, 251 Causeway Street, Suite 500, Boston, MA 02114-2151, attention: Daniel Rhodes. Facsimiles or electronic copy do not constitute valid RFR proposals for deadline purposes. Questions must be emailed to Daniel Rhodes, daniel.rhodes@state.ma.us, during the question and answer period.

(10) RFR Attachments: Upon the successful awarding of a contract, the following forms are to be completed

1. Standard Contract Form
2. W-9
3. Commonwealth Terms and Conditions
4. Contractor Authorized Signatory Listing

(11) Notice To Bidders: Please refer to the attached Required RFR Specifications for additional information.

In general, most of the required contractual stipulations are referenced in the *Standard Contract Form and Instructions* and the *Commonwealth Terms and Conditions* (either version). However, the following RFR provisions must appear in all Commonwealth competitive procurements conducted under 801 CMR 21.00:

The terms of *801 CMR 21.00: Procurement of Commodities and Services* (and *808 CMR 1.00: Compliance, Reporting and Auditing for Human and Social Services*, if applicable) are incorporated by reference into this RFR. Words used in this RFR shall have the meanings defined in 801 CMR 21.00 (and 808 CMR 1.00, if applicable). Additional definitions may also be identified in this RFR. Unless otherwise specified in this RFR, all communications, responses, and documentation must be in English, all measurements must be provided in feet, inches, and pounds and all cost proposals or figures in U.S. currency. All responses must be submitted in accordance with the specific terms of this RFR.

Items with the text, "*☞ Required for POS Only*" specify a requirement for Purchase of Service (POS) human and social services procured under *801 CMR 21.00, Procurement of Commodities or Services, Including Human and Social Services* and *808 CMR 1.00, Compliance, Reporting and Auditing for Human and Social Service*.

Affirmative Market Program (AMP). Massachusetts Executive Order 390 established a policy to promote the award of state contracts in a manner that develops and strengthens Minority and Women Business Enterprises (M/WBEs) that resulted in the Affirmative Market Program in Public Contracting. M/WBEs are strongly encouraged to submit responses to this RFR, either as prime vendors, joint venture partners or other type of business partnerships. All bidders must follow the requirements set forth in the AMP section of the RFR, which will detail the specific requirements relating to the prime vendor's inclusion of M/WBEs. Bidders are required to develop creative initiatives to help foster new business relationships with M/WBEs within the primary industries affected by this RFR. In order to satisfy the compliance of this section and encourage bidder's participation of AMP objectives, the Affirmative Market Program (AMP) Plan for large procurements greater than \$50,000 will be evaluated at 10% or more of the total evaluation. Once an AMP Plan is submitted, negotiated and approved, the agency will then monitor the contractor's performance, and use actual expenditures with SOMWBA certified contractors to fulfill their own

AMP expenditure benchmarks. M/WBE participation must be incorporated into and monitored for all types of procurements regardless of size, however, submission of an AMP Plan is mandated only for large procurements over \$50,000.

This RFR will contain some or all of the following components as part of the Affirmative Market Program Plan submitted by bidders:

- Sub-contracting with certified M/WBE firms as defined within the scope of the RFR,
- Growth and Development activities to increase M/WBE capacity,
- Ancillary use of certified M/WBE firms,
- Past Performance or information of past expenditures with certified M/WBEs and
- Additional incentives for bidders to commit to at least one certified MBE and WBE in the submission of AMP plans.

A Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), M/Non-Profit, or W/Non-Profit, is defined as such by the State Office of Minority and Women Business Assistance (SOMWBA). All certified businesses that are included in the bidder's AMP proposal are required to submit an up to date copy of their SOMWBA certification letter. The purpose for this certification is to participate in the Commonwealth's Affirmative Market Program for public contracting. Minority- and Women-Owned firms that are not currently certified but would like to be considered as an M/WBE for the purpose of this RFR should submit their application at least two weeks prior to the RFR closing date and submit proof of documentation of application for consideration with their bid proposal. For further information on SOMWBA certification, contact their office at 1-617-973-8692 or via the Internet at mass.gov/somwba.

Affirmative Market Program Subcontracting Policies. Prior approval of the agency is required for any subcontracted service of the contract. Agencies may define required deliverables including, but not limited to, documentation necessary to verify subcontractor commitments and expenditures with Minority- or Women-Owned Business Enterprises (M/WBEs) for the purpose of monitoring and enforcing compliance of subcontracting commitments made in a bidder's Affirmative Market Program (AMP) Plan. Contractors are responsible for the satisfactory performance and adequate oversight of its subcontractors.

Agricultural Products Preference (only applicable if this is a procurement for Agricultural Products) - Chapter 123 of the Acts of 2006 directs the State Purchasing Agent to grant a preference to products of agriculture grown or produced using locally grown products. Such locally grown or produced products shall be purchased unless the price of the goods exceeds the price of products of agriculture from outside the Commonwealth by more than 10%. For purposes of this preference, products of agriculture are defined to include any agricultural, aquacultural, floricultural or horticultural commodities, the growing and harvesting of forest products, the raising of livestock, including horses, raising of domesticated animals, bees, fur-bearing animals and any forestry or lumbering operations.

Best Value Selection and Negotiation. The Procurement Management Team (PMT) may select the response(s) which demonstrates the best value overall, including proposed alternatives that will achieve the procurement goals of the department. The PMT and a selected bidder, or a contractor, may negotiate a change in any element of contract performance or cost identified in the original RFR or the selected bidder's or contractor's response which results in lower costs or a more cost effective or better value than was presented in the selected bidder's or contractor's original response.

Bidder Communication. Bidders are prohibited from communicating directly with any employee of the procuring department or any member of the PMT regarding this RFR except as specified in this RFR, and no other individual Commonwealth employee or representative is authorized to provide any information or respond to any question or inquiry concerning this RFR. Bidders may contact the contact person for this RFR in the event this RFR is incomplete or the bidder is having trouble obtaining any required attachments electronically through Comm-PASS.

Comm-PASS. Comm-PASS is the official system of record for all procurement information which is publicly accessible at no charge at www.comm-pass.com. Information contained in this document and in each tab of the Solicitation, including file attachments, and information contained in the related Bidders' Forum(s), are all components of the Solicitation.

Bidders are solely responsible for obtaining all information distributed for this Solicitation via Comm-PASS, by using the free Browse and Search tools offered on each record-related tab on the main navigation bar (Solicitations and Forums). Forums support Bidder submission of written questions associated with a Solicitation and publication of official answers. All records on Comm-PASS are comprised of multiple tabs, or pages. For example, Solicitation records contain Summary, Rules, Issuer(s), Intent or Forms & Terms and Specifications, and Other Information tabs. Each tab contains data and/or file attachments provided by the Procurement Management Team. All are incorporated into the Solicitation.

It is each Bidder's responsibility to check Comm-PASS for:

- Any addenda or modifications to this Solicitation, by monitoring the "Last Change" field on the Solicitation's Summary tab, and
- Any Bidders' Forum records related to this Solicitation (see Locating a Online Bidders' Forum for information on locating these records).

The Commonwealth accepts no responsibility and will provide no accommodation to Bidders who submit a Response based on an out-of-date Solicitation or on information received from a source other than Comm-PASS.

Comm-PASS SmartBid Subscription. Bidders may elect to obtain an optional SmartBid subscription which provides value-added features, including automated email notification associated with postings and modifications to Comm-PASS records. When properly configured and managed, SmartBid provides a subscriber with:

- A secure desktop within Comm-PASS for efficient record management
- A customizable profile reflecting the subscriber's product/service areas of interest
- A customizable listing in the publicly accessible Business Directory, an online "yellow-pages" advertisement
- Full-cycle, automated email alert whenever any record of interest is posted or updated
- Access to Online Response Submission, when allowed by the Issuer, to support:
 - paperless bid drafting and submission to an encrypted lock-box prior to close date
 - electronic signature of OSD forms and terms; agreement to defer wet-ink signature until Contract award, if any
 - withdrawal of submitted bids prior to close date
 - online storage of submitted bids

Every public purchasing entity within the borders of Massachusetts may post records on Comm-PASS at no charge. Comm-PASS has the potential to become the sole site for all public entities in Massachusetts. SmartBid fees are only based on and expended for costs to operate, maintain and develop the Comm-PASS system.

Contract Expansion. If additional funds become available during the contract duration period, the department reserves the right to increase the maximum obligation to some or all contracts executed as a result of this RFR or to execute contracts with contractors not funded in the initial selection process, subject to available funding, satisfactory contract performance and service or commodity need.

Costs. Costs which are not specifically identified in the bidder's response, and accepted by a

department as part of a contract, will not be compensated under any contract awarded pursuant to this RFR. The Commonwealth will not be responsible for any costs or expenses incurred by bidders responding to this RFR.

Debriefing. *☞ Required for POS Only. This is an optional specification for non-POS RFRs.* Non-successful bidders may request a debriefing from the department. Department debriefing procedures may be found in the RFR. Non-successful POS bidders aggrieved by the decision of a department must participate in a debriefing as a prerequisite to an administrative appeal.

Debriefing/Appeals: Administrative Appeals to Departments. *☞ Required for POS Only. Not applicable to non-POS bidders.* Non-successful bidders who participate in the debriefing process and remain aggrieved with the decision of the department may appeal that decision to the department head. Department appeal procedures may be found in the RFR.

Debriefing/Appeals: Administrative Appeals to OSD. *☞ Required for POS Only. Not applicable to non-POS bidders.* Non-successful bidders who participate in the department appeal process and remain aggrieved by the selection decision of the department may appeal the department decision to the Operational Services Division. The basis for an appeal to OSD is limited to the following grounds:

1. The competitive procurement conducted by the department failed to comply with applicable regulations and guidelines. These would be limited to the requirements of 801 CMR 21.00 or any successor regulations, the policies in the OSD Procurement Information Center, subsequent policies and procedures issued by OSD and the specifications of the RFR; or
2. There was a fundamental unfairness in the procurement process. The allegation of unfairness or bias is one that is easier to allege than prove, consequently, the burden of proof rests with the bidder to provide sufficient and specific evidence in support of its claim. OSD will presume that departments conducted a fair procurement absent documentation to the contrary.

Requests for an appeal must be sent to the attention of the State Purchasing Agent at Room 1017, One Ashburton Place, Boston, MA 02108 and be received within fourteen (14) calendar days of the postmark of the notice of the department head's decision on appeal. Appeal requests must specify in sufficient detail the basis for the appeal. Sufficient detail requires a description of the published policy or procedure which was applied and forms the basis for the appeal and presentation of all information that supports the claim under paragraphs 1 or 2 above. OSD reserves the right to reject appeal requests based on grounds other than those stated above or those submitted without sufficient detail on the basis for the appeal.

The decision of the State Purchasing Agent shall be rendered, in writing, setting forth the grounds for the decision within sixty (60) calendar days of receipt of the appeal request. Pending appeals to the State Purchasing Agent shall not prohibit the department from proceeding with executing contracts.

Electronic Communication/Update of Bidder's/Contractor's Contact Information. It is the responsibility of the prospective bidder and awarded contractor to keep current the email address of the bidder's contact person and prospective contract manager, if awarded a contract, and to monitor that email inbox for communications from the PMT, including requests for clarification. The PMT and the Commonwealth assume no responsibility if a prospective bidder's/awarded contractor's designated email address is not current, or if technical problems, including those with the prospective bidder's/awarded contractor's computer, network or internet service provider (ISP)

cause email communications sent to/from the prospective bidder/awarded contractor and the PMT to be lost or rejected by any means including email or spam filtering.

Electronic Funds Transfer (EFT). All bidders responding to this RFR must agree to participate in the Commonwealth Electronic Funds Transfer (EFT) program for receiving payments, unless the bidder can provide compelling proof that it would be unduly burdensome. EFT is a benefit to both contractors and the Commonwealth because it ensures fast, safe and reliable payment directly to contractors and saves both parties the cost of processing checks. Contractors are able to track and verify payments made electronically through the Comptroller's Vendor Web system. A link to the EFT application can be found on the [OSD Forms](http://www.mass.gov/osd) page (www.mass.gov/osd). Additional information about EFT is available on the [VendorWeb](http://www.mass.gov/osc) site (www.mass.gov/osc). Click on MASSfinance.

Successful bidders, upon notification of contract award, will be required to enroll in EFT as a contract requirement by completing and submitting the *Authorization for Electronic Funds Payment Form* to this department for review, approval and forwarding to the Office of the Comptroller. If the bidder is already enrolled in the program, it may so indicate in its response. Because the *Authorization for Electronic Funds Payment Form* contains banking information, this form, and all information contained on this form, shall not be considered a public record and shall not be subject to public disclosure through a public records request.

The requirement to use EFT may be waived by the PMT on a case-by-case basis if participation in the program would be unduly burdensome on the bidder. If a bidder is claiming that this requirement is a hardship or unduly burdensome, the specific reason must be documented in its response. The PMT will consider such requests on a case-by-case basis and communicate the findings with the bidder.

Environmental Response Submission Compliance. In an effort to promote greater use of recycled and environmentally preferable products and minimize waste, all responses submitted should comply with the following guidelines:

- All copies should be printed double sided.
- All submittals and copies should be printed on recycled paper with a minimum post-consumer content of 30% or on tree-free paper (i.e. paper made from raw materials other than trees, such as kenaf). To document the use of such paper, a photocopy of the ream cover/wrapper should be included with the response.
- Unless absolutely necessary, all responses and copies should minimize or eliminate use of non-recyclable or non re-usable materials such as plastic report covers, plastic dividers, vinyl sleeves and GBC binding. Three ringed binders, glued materials, paper clips and staples are acceptable.
- Bidders should submit materials in a format which allows for easy removal and recycling of paper materials.
- Bidders are encouraged to use other products which contain recycled content in their response documents. Such products may include, but are not limited to, folders, binders, paper clips, diskettes, envelopes, boxes, etc. Where appropriate, bidders should note which products in their responses are made with recycled materials.
- Unnecessary samples, attachments or documents not specifically asked for should not be submitted.

Filing Requirements. *☞ Required for POS Only. Not applicable to non-POS bidders.* Successful bidders must have filed their Uniform Financial Statements and Independent Auditor's Report (UFR), as required for current contractors, with the Operational Services Division via the Internet using the UFR eFiling application for the most recently completed fiscal year before a contract can be executed and services may begin. Other contractor qualification/risk management reporting requirements and non-filing consequences promulgated by secretariats or departments pursuant to 808 CMR 1.04(3) may also apply. In the event immediate services are required by a department, a contract may be executed and services may begin with the approval of OSD and the appropriate secretariat. However, unless authorized by OSD and the appropriate secretariat, the contractor will not be paid for any such services rendered until the UFR has been filed.

HIPAA: Business Associate Contractual Obligations. Bidders are notified that any department meeting the definition of a Covered Entity under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) will include in the RFR and resulting contract sufficient language establishing the successful bidder's contractual obligations, if any, that the department will require in order for the department to comply with HIPAA and the privacy and security regulations promulgated thereunder (45 CFR Parts 160, 162, and 164) (the Privacy and Security Rules). For example, if the department determines that the successful bidder is a business associate performing functions or activities involving protected health information, as such terms are used in the Privacy and Security Rules, then the department will include in the RFR and resulting contract a sufficient description of business associate's contractual obligations regarding the privacy and security of the protected health information, as listed in 45 CFR 164.314 and 164.504 (e), including, but not limited to, the bidder's obligation to: implement administrative, physical, and technical safeguards that reasonably and appropriately protect the confidentiality, integrity, and availability of the protected health information (in whatever form it is maintained or used, including verbal communications); provide individuals access to their records; and strictly limit use and disclosure of the protected health information for only those purposes approved by the department. Further, the department reserves the right to add any requirement during the course of the contract that it determines it must include in the contract in order for the department to comply with the Privacy and Security Rules. Please see other sections of the RFR for any further HIPAA details, if applicable.

Minimum Bid Duration. Bidders responses/bids made in response to this RFR must remain in effect for at least 90 days from the date of bid submission.

Pricing: Federal Government Services Administration (GSA) or Veteran's Administration Supply. The Commonwealth reserves the right to request from the successful bidder(s) initial pricing schedules and periodic updates available under their GSA or other federal pricing contracts. In the absence of proprietary information being part of such contracts, compliance for submission of requested pricing information is expected within 30 days of any request. If the contractor receives a GSA or Veteran's Administration Supply contract at any time during this contract period, it must notify the Commonwealth contract manager.

Pricing: Price Limitation: The bidder must agree that no other state or public entity customer within the United States of similar size and with similar terms and conditions shall receive a lower price for the same commodity and service during the contract period, unless this same lower price is immediately effective for the Commonwealth. If the Commonwealth believes that it is not receiving this lower price as required by this language, the bidder must agree to provide current or

historical pricing offered or negotiated with other state or public entities at any time during the contract period in the absence of proprietary information being part of such contracts.

Prompt Payment Discounts (PPD). All bidders responding to this procurement must agree to offer discounts through participation in the Commonwealth Prompt Payment Discount (PPD) initiative for receiving early and/or on-time payments, unless the bidder can provide compelling proof that it would be unduly burdensome. PPD benefits both contractors and the Commonwealth. Contractors benefit by increased, usable cash flow as a result of fast and efficient payments for commodities or services rendered. Participation in the Electronic Funds Transfer initiative further maximizes the benefits with payments directed to designated accounts, thus eliminating the impact of check clearance policies and traditional mail lead time or delays. The Commonwealth benefits because contractors reduce the cost of products and services through the applied discount. Payments that are processed electronically can be tracked and verified through the Comptroller's Vendor Web system. The PPD form can be found under the Forms and Terms tab of this solicitation.

Bidders must submit agreeable terms for Prompt Payment Discount using the PPD form within their proposal, unless otherwise specified by the PMT. The PMT will review, negotiate or reject the offering as deemed in the best interest of the Commonwealth.

The requirement to use PPD offerings may be waived by the PMT on a case-by-case basis if participation in the program would be unduly burdensome on the bidder. If a bidder is claiming that this requirement is a hardship or unduly burdensome, the specific reason must be documented in or attached to the PPD form.

Provider Data Management. *☞ Required for POS Only. Not applicable to non-POS bidders.* The Executive Office of Health and Human Services (EOHHS) has established a Provider Data Management (PDM) business service that is integrated into the Virtual Gateway. PDM is accessible by providers with current POS contracts. Departments may require that bidders with current POS contracts submit certain RFR-required documents through PDM. These documents have been specified in the RFR. When submitting documents via PDM, bidders are required to print and sign a PDM Documentation Summary. PDM users should verify that all information is accurate and current in PDM. Bidders are required to include the signed PDM Documentation Summary in their RFR response.

Public Records. All responses and information submitted in response to this RFR are subject to the Massachusetts Public Records Law, M.G.L., c. 66, s. 10, and to c. 4, s. 7, ss. 26. Any statements in submitted responses that are inconsistent with these statutes shall be disregarded.

Reasonable Accommodation. Bidders with disabilities or hardships that seek reasonable accommodation, which may include the receipt of RFR information in an alternative format, must communicate such requests in writing to the contact person. Requests for accommodation will be addressed on a case by case basis. A bidder requesting accommodation must submit a written statement which describes the bidder's disability and the requested accommodation to the contact person for the RFR. The PMT reserves the right to reject unreasonable requests.

Restriction on the Use of the Commonwealth Seal. Bidders and contractors are not allowed to display the Commonwealth of Massachusetts Seal in their bid package or subsequent marketing materials if they are awarded a contract because use of the coat of arms and the Great Seal of the Commonwealth for advertising or commercial purposes is prohibited by law.

Subcontracting Policies. Prior approval of the department is required for any subcontracted service of the contract. Contractors are responsible for the satisfactory performance and adequate oversight of its subcontractors. Human and social service subcontractors are also required to meet the same state and federal financial and program reporting requirements and are held to the same reimbursable cost standards as contractors.

Application Form
Response to RFR#AGR-AICMKTFY09

TITLE/COVER PAGE

Project Title: _____

Circle one of the following classifications:

- A. Agricultural Fairs
- B. Farmers' Markets
- C. Commodity trade group association, agricultural service organization and non-profit organizations including Agricultural Commissions

Applicant Information:

Applicant Organization: _____

Contact Person: _____

Complete Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____

Budget Information (include a description of all in-kind matches) :

Amount (MA DAR) funds requested: \$ _____

Match Contributions:

Cash \$ _____

Description of source:

In-kind Value \$ _____

Description:

(Total Match Contributions) \$ _____

TOTAL PROJECT BUDGET \$ _____

I. Project Information:

- 1) **Abstract**— brief description of the overall project, not to exceed 200 words
- 2) **Background and Justification** – clearly identify the marketing issue, problem, barrier, challenge or opportunity to be addressed and explain why the project is important and timely. Include data that demonstrate the extent of the problem, the number of people or operations affected, and/ or potential economic impact if such information is available and relevant to the project.
- 3) **Goal(s) and Objectives** – describe the goal(s) of the project in one or two sentences.
- 4) **Work Plan** – explain briefly how each objective will be accomplished. Be clear about who will do the work. Include appropriate time lines.

II. Budget with explanation.

Prepare the following budget page, showing requested expenses by major categories (supplies, travel, rent, etc.) This should also include any matching funds and the sources of those funds.

You should prepare a separate budget page for each component of your project. If your project has two distinct parts, you must prepare two distinct budgets.

Provide Budget Explanation/Justification Supplemental Budget Information – To demonstrate that the budget is reasonable and adequate for the proposed work provide enough detail in a supplemental budget. Clearly define who will contribute what funding and/or services to the project in terms of the match and be clear about what items MDAR will pay for (i.e. requested funds).

Indirect Cost: If indirect cost is involved, indicate the rate used to calculate the indirect cost. The rate can be applied to the total cost of the project (grant + match). Note that indirect cost cannot be paid for with MDAR funds, but it can be applied toward the match.

REQUIRED BUDGET TABLE FOR RFR#AGR-AICMKTFY09

Name of Bidder: _____

Category or Purpose	Requested Funds:	Dollar Match:	In-Kind Match: (please provide dollar value for each in-kind match.)	Total Project Budget: (Combined Funds of Requested & Matching)

Total Amount Requested for All Proposed Projects: _____

Applicant Signature:_____ Date :_____

